

WHAT IS CLAIMED IS:

1. A composition comprising a ingestible drug in admixture with or coated with a platy effect pigment.
2. A composition according to claim 1 wherein the platy effect pigment is a platy titanium dioxide pigment, platy iron oxide pigment, platy bismuth oxychloride pigment, platy guanine pigment, or a combination thereof.
3. A composition according to claim 2 wherein the amount of platy effect pigment is about 1 weight percent or less of the composition.
4. A composition according to claim 3 wherein the ingestible drug is a pharmaceutical.
5. A composition according to claim 3 wherein the ingestible drug is a vitamin.
6. A composition according to claim 3 wherein the pigment is in a coating on the surface of the ingestible drug.
7. A composition according to claim 3 wherein the pigment is in admixture with the ingestible drug.
8. A composition according to claim 3 wherein the pigment is platy titanium dioxide.
9. A composition according to claim 2 wherein the ingestible product is a pharmaceutical.

10. A composition according to claim 2 wherein the ingestible drug is a vitamin.
11. A composition according to claim 2 wherein the pigment is in a coating on the surface of the ingestible drug.
12. A composition according to claim 2 wherein the pigment is in admixture with the ingestible drug.
13. A composition according to claim 2 wherein the pigment is platy titanium dioxide.
14. A composition according to claim 1 wherein the ingestible drug is a pharmaceutical.
15. A composition according to claim 1 wherein the ingestible drug is a vitamin.
16. A composition according to claim 1 wherein the pigment is in a coating on the surface of the ingestible drug.
17. A composition according to claim 1 wherein the pigment is in admixture with the ingestible drug.
18. A composition according to claim 1 wherein the pigment is platy titanium dioxide.
19. A composition according to claim 18 wherein the ingestible drug is a pharmaceutical.

20. A composition according to claim 18 wherein the ingestible drug is a vitamin.